

**Marlboro
Marketing
Mix
Monitor**

Core

Advertising

Gear

Racing

Direct Mail

Sweepstakes

Van

Events

N = 2200 interviews

Red, light M. smokers

male, female - 18-24 34

Marlboro Marketing Mix Monitor

January 1996

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Marlboro Marketing Mix Monitor

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Background:

The scope of marketing exposures has exploded over the past 10 years

	<u>1985</u>	<u>1990</u>	<u>1995</u>
Marlboro Equities	Advertising Country Music	Advertising Country Music Car Racing (87) Direct (limited)	Advertising General Music Car Racing Direct Gear programs - MAT - Country Store - Unlimited Vans Sweepstakes

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Objectives:

To understand the core brand image without prompting by packing or marketing element

To compare the profiles of the various key marketing equities

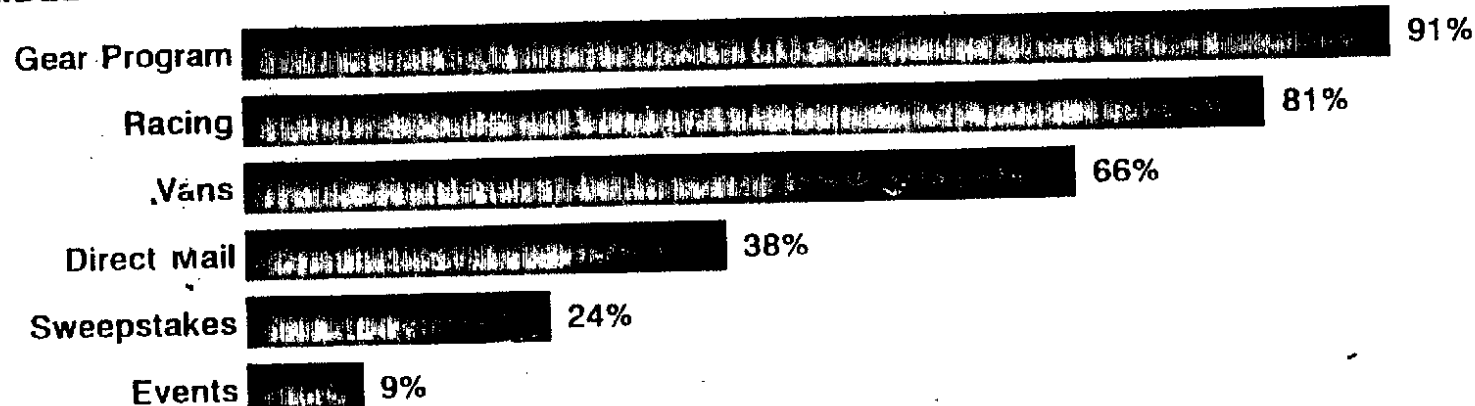
To provide insight for future development/use of the equities

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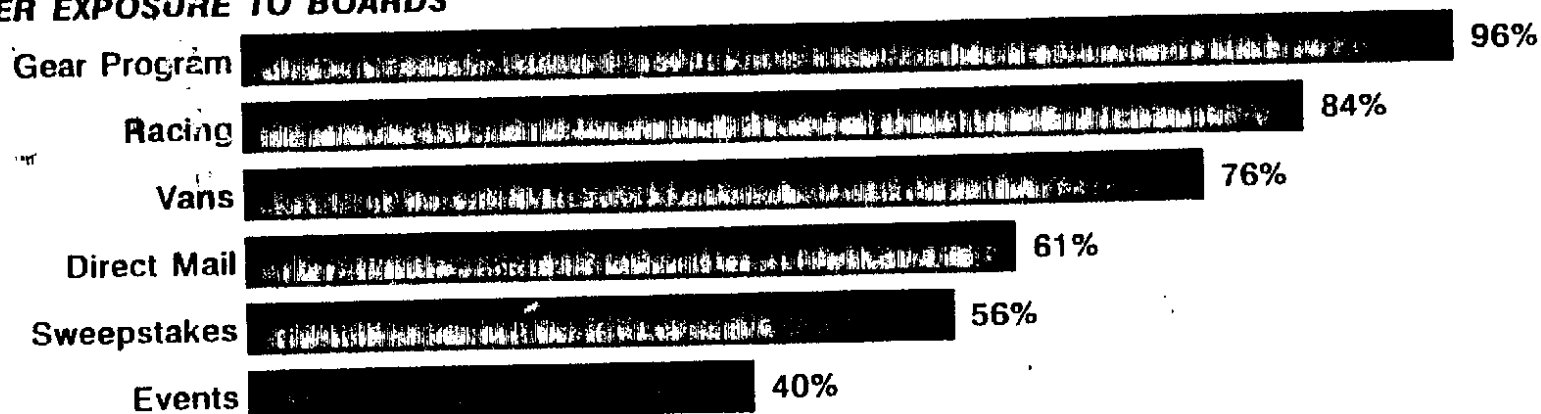
AWARENESS OF THE VARIOUS MARLBORO MARKETING ELEMENTS

(% Aware)
- Total Smokers -

UNAIDED



AFTER EXPOSURE TO BOARDS



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Equity Profile - Racing

Racing is a rich source of excitement, energy and competitive spirit for Marlboro

Distinctive Attribute Items

Sponsors exciting events/promos
Does the best promotions
Has advertising I like
Advertises more than other brands
Does innovative promotions
Prestigious
Appeals more to men
Trendy
Attractive pack
Strong tasting
Expensive

Distinctive Personality Items

Active
Adventurous
Likes action/excitement
A Leader
Aggressive
Macho
Energetic
Driven to succeed
Masculine
Mechanically oriented
Upscale
Discriminating/Demanding

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Equity Profile - Racing

The racing equity also carries with it a limited relevance to some audiences and a perceived "win at all cost" persona

Lower rated items

Distinctive Attribute Items

Popular with both men and women
Values its smokers
For someone my age
Fits my personality
Classic/timeless

Distinctive Personality Items

Friendly/easy to be around
Honest
Likes to do things for others
Easygoing
Traditional values
Street smart
Average/everyday person
Genuine/down to earth

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